

BRAND GUIDELINES FOR LLOYD'S COVERHOLDERS

MAKING LLOYD'S STAND OUT

exit enter

CONTENTS

i Background and introduction

Lloyd's brand mark and The Arms of Lloyd's

1.1 Using the brand mark

1.2 The Lloyd's brand mark

1.3 The Arms of Lloyd's

Written reference to Lloyd's

2.1 Describing your relationship with Lloyd's

2.2 Products underwritten at Lloyd's

Further information

LLOYD'S COVERHOLDERS BACKGROUND AND INTRODUCTION

(i)

[exit](#)

[print](#)

[contact us](#)

[contents](#)

[last page](#)

[back](#)

[forward](#)

ABOUT THESE GUIDELINES

Who are these guidelines for?

These guidelines are for Lloyd's Coverholders.

Separate guidelines are available for:

- Lloyd's brokers
- The Lloyd's market
- Projects and teams sponsored by Lloyd's
- Lloyd's agencies around the world
- The Corporation of Lloyd's

You can get copies from Lloyd's Brand Strategy. See further information.

LLOYD'S COVERHOLDERS
LLOYD'S BRAND MARK AND THE ARMS OF LLOYD'S
INTRODUCTION

1.0

[exit](#)

[print](#)

[contact us](#)

[contents](#)

[last page](#)

[back](#)

[forward](#)

BRAND MARK AND THE ARMS OF LLOYD'S

The Lloyd's brand mark is the focal point of our identity. The lettering has undergone modifications to bring it up to date. This updated version is known as the Lloyd's brand mark.

The Arms of Lloyd's acts as a visual link with the rich history of Lloyd's and provides continuity.

- 1.1 Using the brand mark
- 1.2 The Lloyd's brand mark
- 1.3 The Arms of Lloyd's

LLOYD'S COVERHOLDERS LLOYD'S BRAND MARK AND THE ARMS OF LLOYD'S USING THE BRAND MARK

[1.1](#)[exit](#)[print](#)[contact us](#)[contents](#)[last page](#)[back](#)[forward](#)

WHERE SHOULD WE USE IT?

Can we use the Lloyd's brand mark on our corporate material?

No, the Lloyd's brand mark can not be used for general self promotion on any corporate material, although you may use the statement that clarifies your relationship with Lloyd's as shown in section 2.1.

Corporate material is defined as:

- Your stationery
- Your website
- Materials for events, exhibitions and other self-promotion activity
- Advertising
- Publications and brochures

Can we use the Lloyd's brand mark to promote an insurance product?

Yes, but only on material that promotes a product that is 100% underwritten at Lloyd's. If the product is less than 100% underwritten at Lloyd's please use the appropriate product strapline shown in section 2.2. Please take care using these in areas where Lloyd's doesn't have a trading licence or where there are additional local requirements. You must comply with all local requirements relating to solicitation and advertising. Contact Lloyd's Worldwide Markets if in doubt.

What marks should we use on insurance documentation?

You can use both the Lloyd's brand mark and also The Arms of Lloyd's on any documents you issue with the authority of Lloyd's underwriters as evidence of an insurance contract, provided these documents identify only Lloyd's underwriters as the insurers.

If the document also refers to the intermediary, then the relationship between the intermediary and Lloyd's underwriters must be made clear on the face of the document.

Please note: Lloyd's branding issues in relation to policies are currently under review and subject to change.

Can we use The Arms of Lloyd's?

Only on insurance documentation – see above.

LLOYD'S COVERHOLDERS LLOYD'S BRAND MARK AND THE ARMS OF LLOYD'S BRAND MARK

The Lloyd's brand mark comprises two inseparable components: Lloyd's logotype and the tab box that contains it.

There is a stand alone version for applications such as envelopes, faxes, electronic templates.

There is a 'bleed' version, the most frequently used for use where an application is physically trimmed to the edge of the brand mark. You will need to include a printer's 'bleed' area above the top edge of the page (usually between 3mm and 5mm).

'Black tab' and 'white tab'

- the black tab is for use on light backgrounds
- the white tab is for use on dark backgrounds

The Lloyd's brand mark only ever appears in black and white.

Minimum clear space

The brand mark is always surrounded by a minimum clear space area which must remain free from other elements (type and graphics).

Size versions

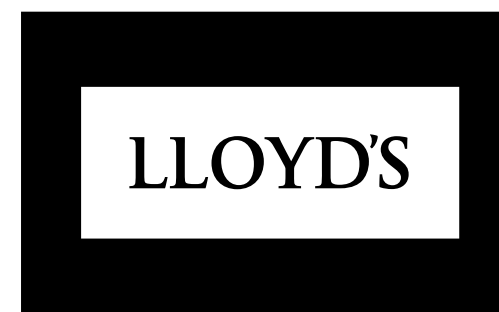
There are two size versions – 'standard' and 'small-use'. The 'small-use' version is always used below 25mm width.

Master artworks are available from Lloyd's Brand Strategy.

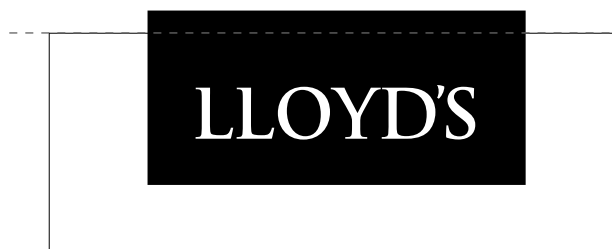
Stand-alone version (black tab)



Stand-alone version (white tab)



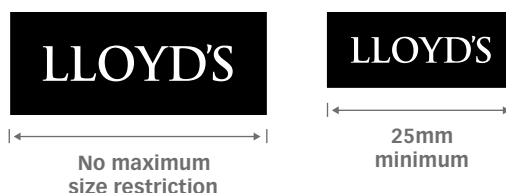
Bleed version (black tab)



Bleed version (white tab)



Lloyd's brand mark – standard size



Lloyd's brand mark – small-use size



LLOYD'S COVERHOLDERS LLOYD'S BRAND MARK AND THE ARMS OF LLOYD'S THE ARMS OF LLOYD'S

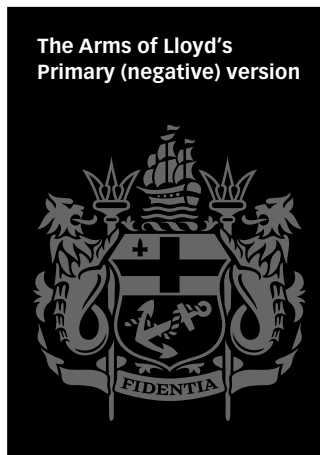
The Arms of Lloyd's should not be randomly applied across any application. It has a clear role.

We want to make sure that we always retain its prestige, so you must get permission from Lloyd's Brand Strategy before using it.

Positive and negative versions

The primary version is the 'negative' version shown here, where it appears in a 60% tint of black and should be used on a black background.

A secondary version is available should you need to reproduce The Arms of Lloyd's against a light background.



The Arms of Lloyd's
Secondary (positive) version



Measurement and size versions

The measurement is always specified across the full width (tail to tail), as shown.

There are two size versions, 'standard' and 'small-use'. All maximum and minimum guidelines are shown here.

- Each of these versions has been specially drawn and should never be interchanged.

The Arms of Lloyd's – standard size



The Arms of Lloyd's – small-use size



WRITTEN REFERENCE TO LLOYD'S

When referring to Lloyd's in written text it is important that you use specific phrases to clarify your relationship or the product's relationship with Lloyd's. In this section we'll give you specific phrases that you can use when referring to Lloyd's within copy.

- 2.1 Describing your relationship with Lloyd's
- 2.2 Products underwritten at Lloyd's

Please note: These guidelines do not address local insurance regulatory requirements, including advertising restrictions and prohibitions, which may be imposed in some jurisdictions (including the US), on market participants, capital providers and others. Certain uses of the Lloyd's name and/or Lloyd's brand marks which might be permissible under these general guidelines might nevertheless constitute a violation of local law. Market participants, capital providers and others should consult Worldwide Markets and/or local counsel or the Lloyd's General Representative as to such requirements. When using the Lloyd's name or brand marks, the most important consideration is making sure that the customer understands exactly who is insuring their risk.

LLOYD'S COVERHOLDERS WRITTEN REFERENCE TO LLOYD'S DESCRIBING YOUR RELATIONSHIP WITH LLOYD'S

Can we use the Lloyd's name?

Yes, the following statement should be used when describing your relationship to Lloyd's within written text.

Can we incorporate Lloyd's into our name?

No, the Lloyd's name cannot be incorporated into your registered company name or trading title. You should use the statement that clarifies your organisation's relationship with Lloyd's.

Organisation	Lloyd's relationship statement
Lloyd's coverholders	"XYZ Lloyd's Coverholder" or "XYZ insurances arranged at Lloyd's"

(XYZ = The coverholders registered company name or trading title)

LLOYD'S COVERHOLDERS WRITTEN REFERENCE TO LLOYD'S PRODUCTS UNDERWRITTEN AT LLOYD'S

Can we use the Lloyd's name when promoting an insurance product?

Yes, however when promoting a product underwritten at Lloyd's you should always make it clear who the actual insurers are. With that in mind you should use the appropriate strapline in the table.

Product	Lloyd's product strapline*
100% underwritten at Lloyd's	"Underwritten by certain underwriters at Lloyd's" "Insurance arranged by ABC brokers and underwritten by XYZ/certain underwriters at Lloyd's" "Underwritten by certain underwriters at Lloyd's as listed..."
Between 50% and 100% underwritten at Lloyd's	"Underwritten by certain underwriters at Lloyd's and other insurers"
Less than 50% underwritten at Lloyd's.	"Underwritten by certain underwriters at Lloyd's, ABC, etc..." (ABC = other insurers who must always be named)

Please note: For those products that are not 100% underwritten at Lloyd's, it must be clear that should any other subscribing insurer(s) become insolvent, those underwriters at Lloyd's on risk are each severally liable only for the portion of the risk to which they subscribed and would not be liable for the portion of any other insurer.

* Product strapline = a form of words that summarises who has underwritten the risk.

LLOYD'S COVERHOLDERS FURTHER INFORMATION

[exit](#)[print](#)[contents](#)[last page](#)[back](#)[forward](#)

NEED HELP OR WANT TO PROVIDE SOME FEEDBACK?

To provide feedback, share information or seek answers to questions you may have about the implementation of the Lloyd's brand, please contact:

Nileema Allerston

Brand Development and Protection Manager

Telephone +44 (0)20 7327 5015

Fax +44 (0)20 7327 5229

Email nileema.allerston@lloyds.com

or email brandstrategy@lloyds.com

For information and services relating to the administration of Lloyd's coverholders please contact:

Lloyd's coverholders department

Telephone +44 (0)20 7327 6275

Fax +44 (0)20 7327 6688

Email coverholders@lloyds.com

www.lloyds.com/coverholders